

4. Bring the Streets to Life

Enrich the Streetscape

Streets are essential connections, the veins and arteries, of a city. And like the circulation system of our bodies, healthy streets support the health of the city. Too often, attention is focused on the movement of cars, not only to the detriment of people travelling in other modes, but also overlooking a street's other important roles: a place for socializing and recreation, a part of the urban forest, the interface to shops, restaurants and other businesses, an address for one's home. Streets are at their best when they are filled with people: people shopping, people sitting, people strolling. A vibrant streetscape reinforces the identity and character of a neighborhood, and, most importantly, it attracts people. A street with visible activity is able to draw and support businesses, it encourages walking and biking as alternatives to driving, and it increases the safety of all who use it. A healthy street becomes another place where we can enjoy living in our city.

1: MAXIMIZE pedestrian activity on the street with retail frontage along the sidewalk and living spaces at street level.

2: USE interesting and durable materials in the streetscape, reflecting local design traditions.

3: CREATE abundant seasonal shade with full canopy street trees.

4: ENHANCE street character through diverse and interesting street trees, shrub beds, and container plants.

5: PROVIDE plentiful, attractive, and durable street furnishings and amenities, including café seating and outdoor merchandising.

6: INTEGRATE art into the public realm, including objects, experiences, and functional art.

7: INFORM the community with signage that provides information, direction, public safety, and place making.

Support Community Comfort and Safety at all Hours

Safety is a basic concern for everyone, and it is difficult to enjoy a place if we feel vulnerable or at risk. Our community's aspiration to be welcoming to all people and attractive to arts and businesses are undermined when safety – or even the perception of safety – is compromised. Design plays an important role in making the city safe, through attention to qualities such as activity, lighting and visibility. Once our streets and public spaces begin to feel safe, it becomes self-reinforcing through increased activity, stewardship, and positive activity.

1: MAXIMIZE the natural everyday observation experience (“eyes on the street”) offered by public streets.

2: DESIGN neighborhoods for 24-hour use.

3: DESIGN site layout and buildings to maximize visibility for pedestrians and bicyclists and eliminate hiding places.

4: PROVIDE abundant, attractive pedestrian-scale lighting using lamps, bollards, and accent lighting as well as opportunities for event or seasonal lighting.

5: DIRECT lighting downwards to illuminate the walking surface, avoid glare, and prevent unnecessary light pollution.

6: USE high quality materials and details to engender pride of place and positive social behavior.

Emphasize Walking, Biking and Riding Transit

Eugene has a longstanding commitment to active and sustainable transportation. We have a reputation as a bicycling city, and the EmX bus rapid transit system has received international acclaim. Designing streets for people who walk, use mobility devices, bike or ride transit continues to enhance our city’s stature, but more importantly, it is a critical part of making a livable city. Walking is a democratic means of transportation, and is the first and last step of every trip. Encouraging active transportation helps Eugeneans stay healthy, provides cost savings for households and reduces our fossil fuel consumption.

1: PRIORITIZE pedestrians in activity areas through amenities such as generous sidewalk width and safe, comfortable pedestrian crossings that can include raised intersections, pedestrian-activated signals, curb extensions and refuges.

2: PROVIDE access and linkages from development sites to existing pedestrian and bicycle path networks, as well as nearby amenities such as schools, parks, transit stops, community services and businesses.

3: PROVIDE abundant, covered, and well-lit bicycle parking and storage facilities near building entrances and public gathering places.

4: CELEBRATE major transit stops as special places, and incorporate transit stops into the design of the surrounding community.

5: PROTECT physical space for future walking and biking paths and transit needs on key corridors.

Design Smart Parking and Circulation

Despite *per capita* decreases in Vehicle Miles Travelled, automobiles are still the dominant means of transportation in Eugene. The design challenge, especially for a community dedicated to growing compactly and efficiently, is to provide sufficient accommodation for cars without compromising a high-quality public experience. Adequate parking brings customers to businesses and services. A well-managed parking system provides predictable parking options ranging in convenience and price. Parking districts provide revenue that can be used to further improve the streetscape and district. On-street parking effectively narrows streets, calming traffic while also protecting sidewalks with a layer of steel between sidewalk activity and moving vehicles. On-street parking can contribute to the creation of complete streets that are safer for all street users.

1: PRIORITIZE on-street parking.

2: UTILIZE shared-parking strategies within development sites and at the district scale.

3: LOCATE off-street parking to the side or back of buildings and incorporate creative parking solutions into development sites and buildings.

4: PLACE garages for single family homes facing alleys where possible instead of the street. Set forward-facing garages back from the front façade of the house.

5: CREATE multiple-use parking and access areas that contribute to the pedestrian scale, appearance, and function of the site.

6: SCREEN surface parking from public streets with small buildings, landscaping, low walls, green screens or decorative screens.

7: WRAP parking structures with active ground floor uses.

8: COMBINE access for multiple properties or developments using shared driveways and frontage streets; minimize curb-cuts for vehicular access in sidewalks.

9: CREATE connections between existing, separated parking areas.

10: PROVIDE safe and attractive connections between parking and adjacent buildings and streets.

11: PROVIDE locations for car sharing services.

12: INSTALL electric vehicle car charging stations – or adequate conduit to facilitate installation at a later time.